



2013 Deer Trustee Report

Public Action Team Implementation Proposal

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Action Team: Science/Research	DNR Research and Technical Publications H.8.
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This document shows the original Deer Trustee Report recommendation that the Public Action Team considered when developing proposals for implementing the recommendation in Wisconsin. The Public Action Team's implementation proposal is presented then followed by additional background information.

I. ORIGINAL DEER TRUSTEE REPORT RECOMMENDATION

H.8. Project results should be extended to the public through media, workshops and field days, as part of the DMAP program and regional stakeholder conferences. This will increase credibility of WDNR and techniques used to manage deer, habitats and people.

II. PUBLIC ACTION TEAM PROPOSAL FOR IMPLEMENTING THE ABOVE RECOMMENDATION

Below is the Public Action Team implementation proposal along with their rationale and supporting evidence, potential implementation obstacles and consideration of the proposal's potential impact on the overall deer management in Wisconsin.

1. Action Team Implementation Proposal:

- The team endorsed the recommendation.
- The Action Team also recommended:
 - Work with the Bureau of Communications to develop a robust outreach/education/marketing plan to push the information to all stakeholders, including pre- and post-study communication.

2. Supporting data, references, rationale and other information to help others understand the proposed idea and perspective behind it.

- The Action Team feels it is important to communicate project results to help increase awareness and restore public trust.

3. Consider and describe potential implementation obstacles or drawbacks to your proposal and possible remedies to address these during implementation.

- Concern was expressed by some members of the Action Team that effectively distributing the results of the research projects may be more costly and impact the amount of time available for other important work.

4. Overall, consider and describe how the proposal might simplify or complicate deer hunting, management or scientific research in Wisconsin?

- Research/project results may not support popular opinion in some areas and thus could contribute to frustration – especially if those results suggest management changes that are counter to popular opinion.